Meta Element

The meta element is used to identify properties of a document, author, expiration date of page, how often to refresh the page, if the page should be "indexed" by search engines and can contain a list of keywords and description for searches.
Meta tags are sometimes called "hidden" elements because they are not visible in your web page, they are contained **inside** the head section rather than the body.

Each meta element has a property and value pair. The name attribute identifies the property and the content attribute specifies the property's value.

The generic format looks like the following.

<meta name = "property" content = "value" />

Note: Most search engines offer specific tips on using meta tags.
Check search engine optimisation (SEO) recommendations for meta tags.

The *keywords* and *description* meta tags help improve the chances your pages will be found by search engines.

Keywords - words that you feel people might use to search for your web page. Use words that will concisely describe the topic of the page. Separate words with commas and spaces. Some designers include misspelled words.

Description – a summary of the site's contents. This is usually one or two sentences of information about your page. Some search engines use it to in their search return to describe your page, while some use the first few lines of text found on the page.

Note: Place your meta tags AFTER the title element.

Exercise:
Open **template.html** and edit as follows

```
<head>
<title>XHTML template</title>
<meta name="author" content="your name" />
<meta name="created" content="todays date" />
<meta name="copyright" content="your organisation" />
<meta name="description" content="a brief sentence that describes the contents of
this page" />
</head>
```

Example
```
title>All our wooden furniture is water proof.</title>
  <meta name="keywords" content="wood, furniture, garden,
garden-table, etc.">
  <meta name="description" content="Official dealer of wooden
garden furniture.">
```

Title Element and SEO

The title element of a web page is meant to be an accurate and concise description of a page's content. This element is critical to both user experience and search engine optimization. It creates value in three specific areas: relevancy, browsing, and in the search engine results pages.

Title tags show up in search engine results

Optimal Format
Primary Keyword - Secondary Keyword | Brand Name
or
Brand Name | Primary Keyword and Secondary Keyword

Best Practices for Length
Aim for title tags containing fewer than 70 characters. This is the limit Google displays in search results. Title tags longer than 70 characters may be truncated in the results, or search engines may choose to display different text from the document in place of the title tag. Recent experiments have shown that the number of characters displayed in the search results may also vary based on—among other things—the width in pixels of each letter.
70 characters is still a good general guideline for length, though.

Best practices you should follow for creating titles on pages

- Each page should have a unique title.
- If practical, try to include your Primary Keyword Phrase in every title of every page.
- Begin the title of your home page with your Primary Keyword Phrase, followed by your best Secondary Keyword Phrases.
- Use more specific variations to your Primary Keyword Phrase on your specific product, service, or content pages.
- If you must include your company name, put it at the end of the title.